

The Railway in the News Media takes the railway topic as a specialized one of those the media deal with as a part of its general news.. The rail-news usually does not possess its own section – in contrast with some other specialized news topics, the railway news usually does not possess its own section. The railway topics occur in the economic, domestic or even the regional sections. Nevertheless, there are people specializing themselves in this topic in editorial staffs. Therefore, it is questionable whether the reservations about the quality of the rail-news are justified. This work attempts to research these processes. It deals with the professionalism of the rail-news processing. The work monitors impartiality of the news on the one hand and using of language and semiotics on the other hand.

The basis of the work is a quantitative analysis of media contents dedicated to railway in selected printed media. The output is a summary of accuracy of reporting on operational, technical and historical facts about railway and of terminological correctness. It also examines the balance of railway subjects coverage in media.

The research results in Czech news media making mistakes in specialized topic news. However, the mistakes are not too serious. Approximately one quarter of analyzed news contents were problematic, but the possible impact of most mistakes is minimal. On the other hand quite many contents were unbalanced. About one sixth of all news contents were designated as evaluative. Only those news are concerned that are unreasonably biased towards the state and state-owned companies.